

Campaign Report

Total Reach

189K

Total Clicks

12K

No of Campaigns

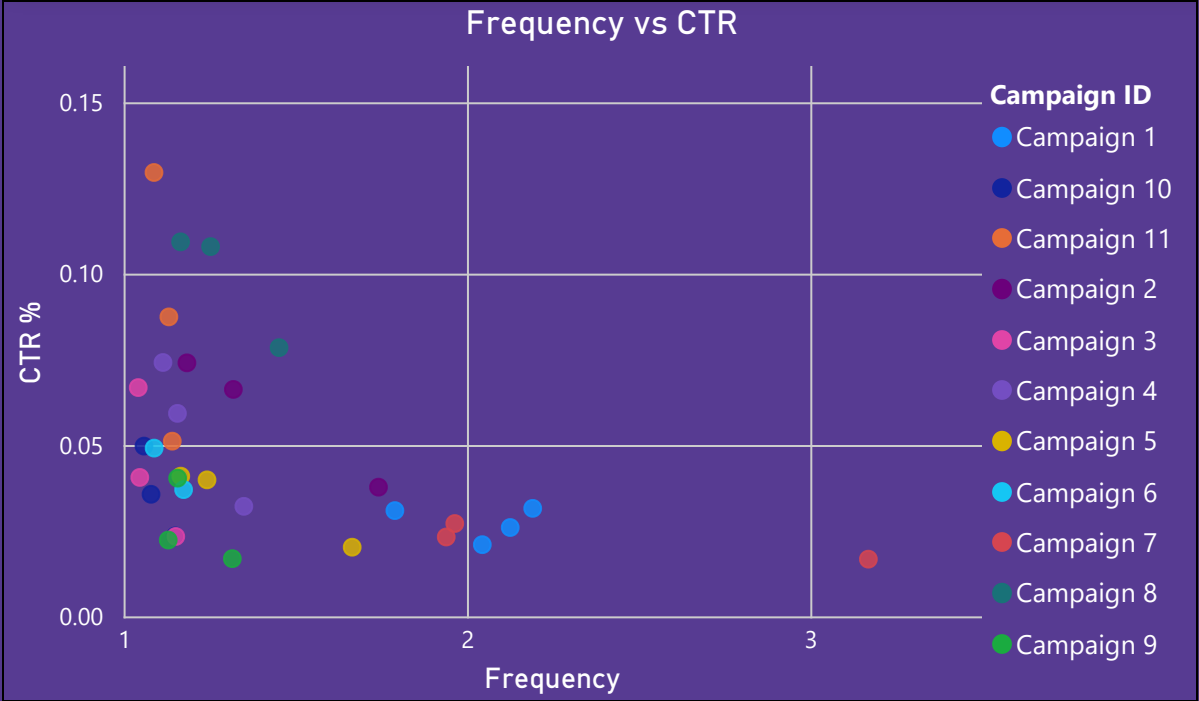
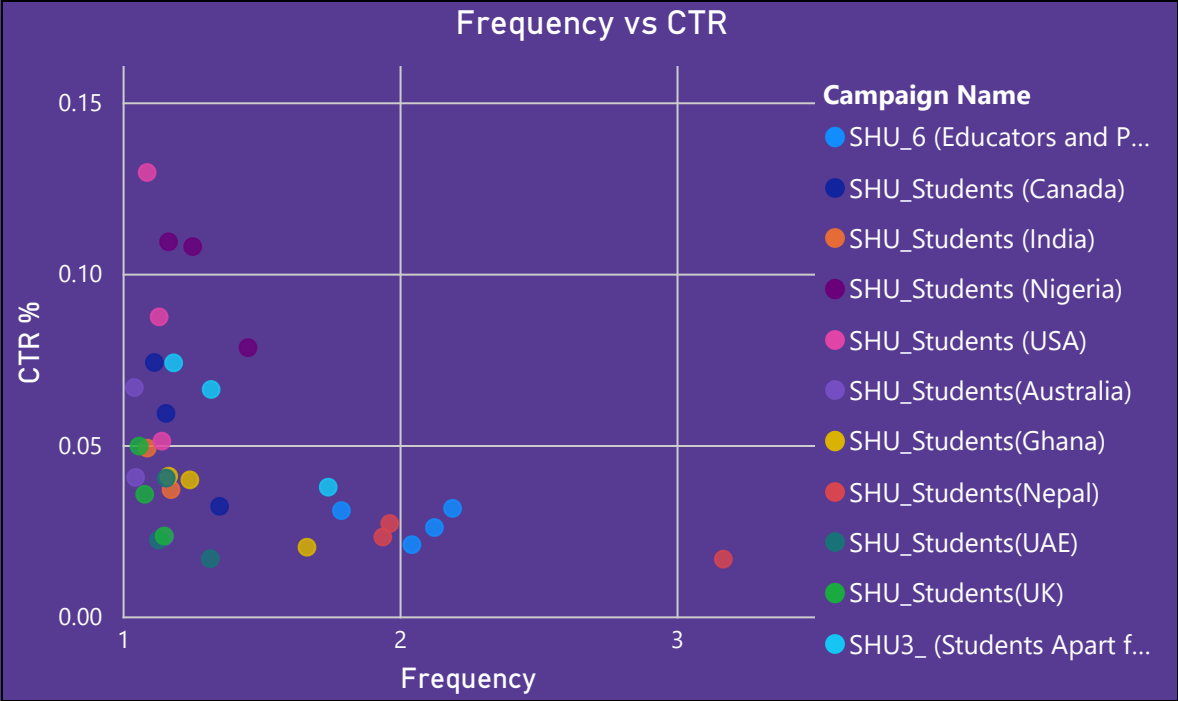
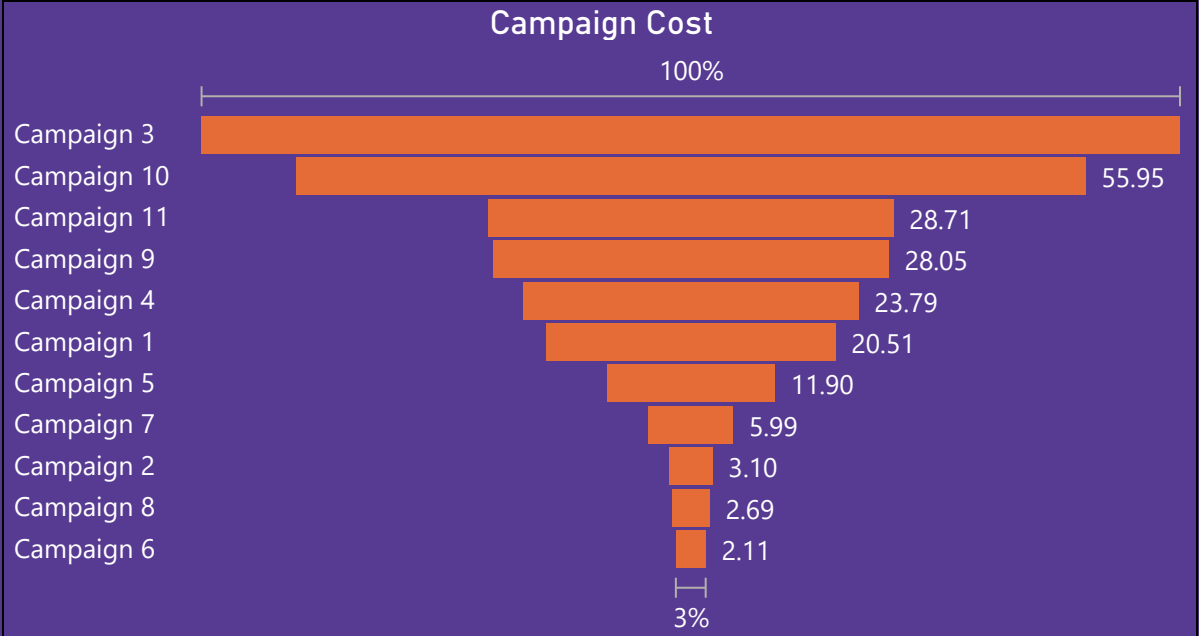
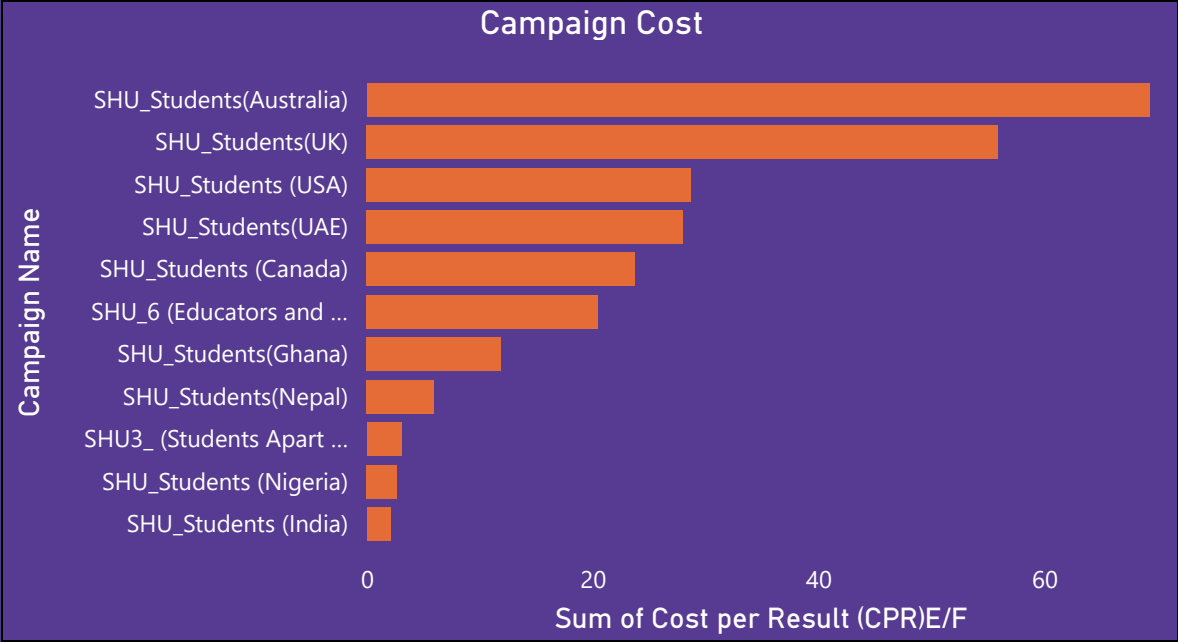
33

Total Impressions

290K

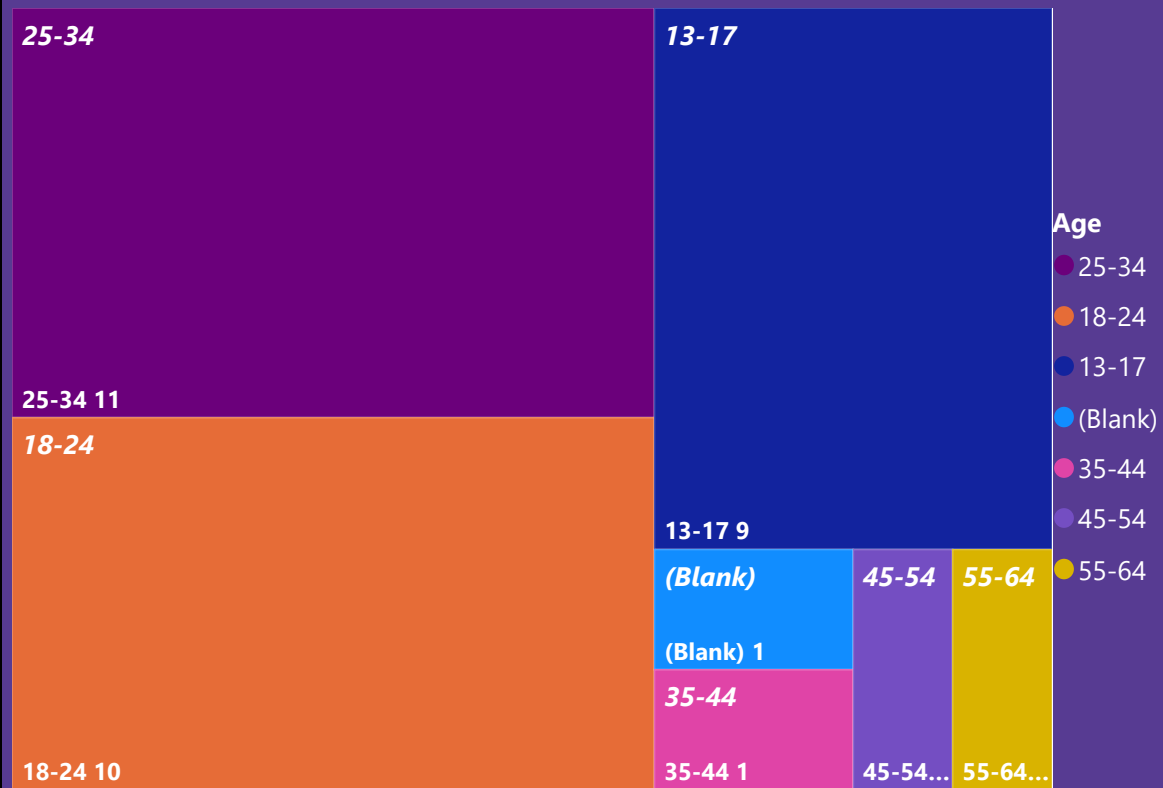
Unique CTR

1.70

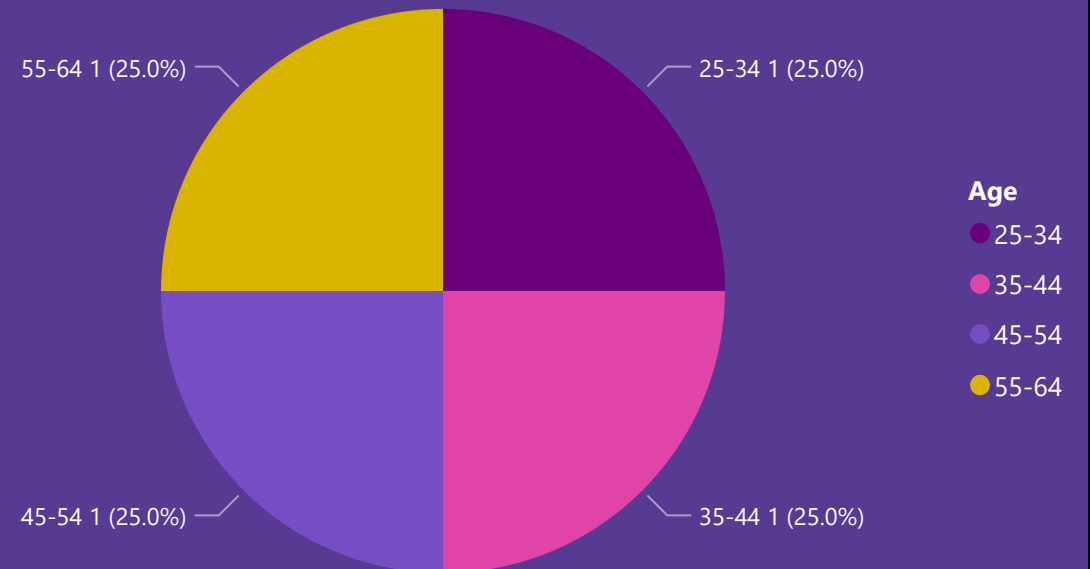


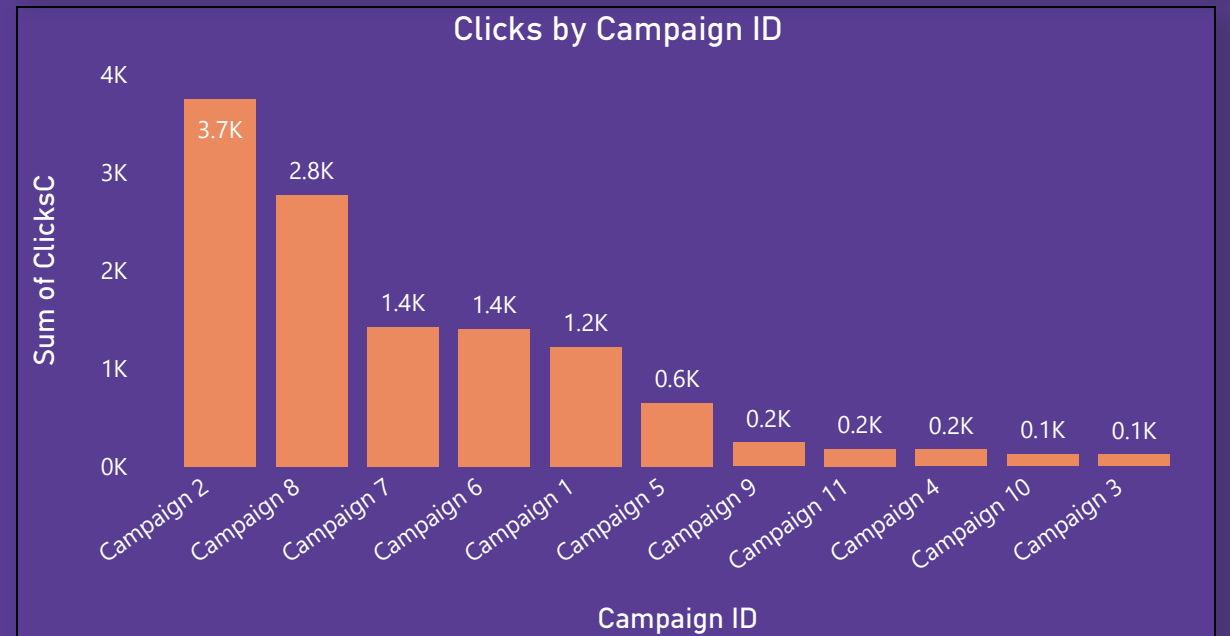
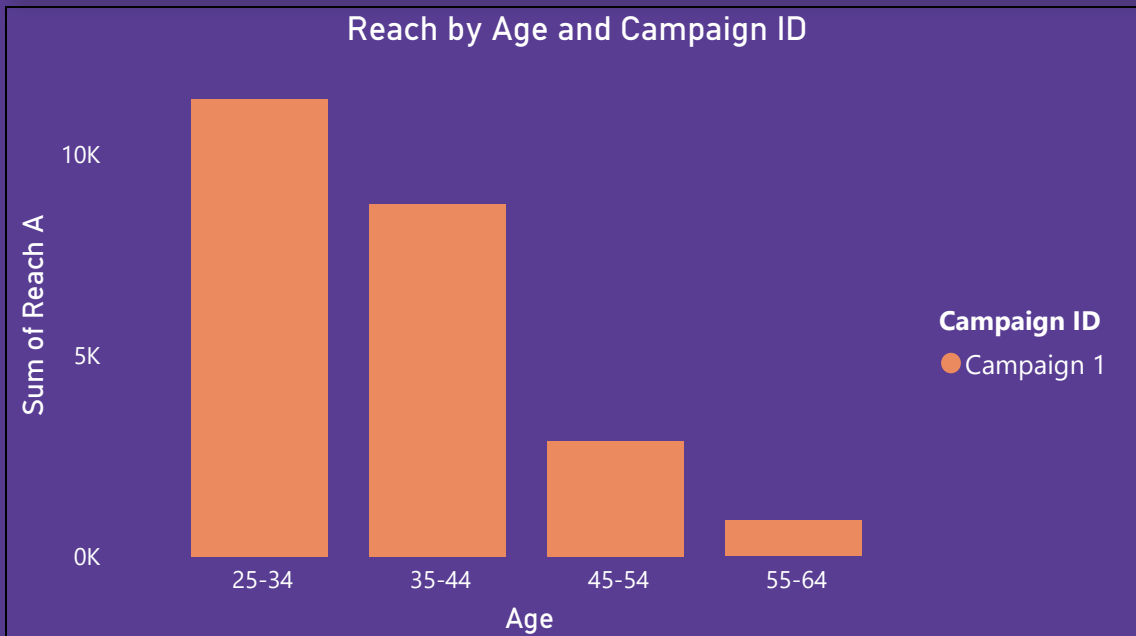
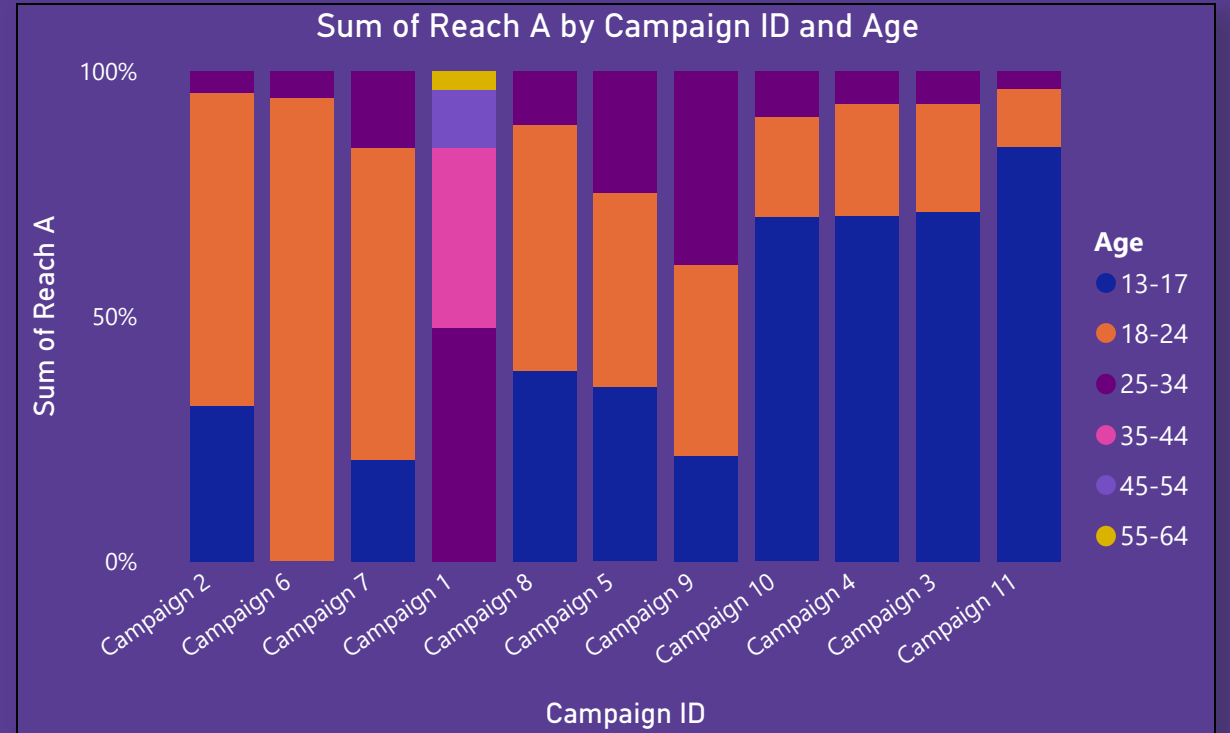
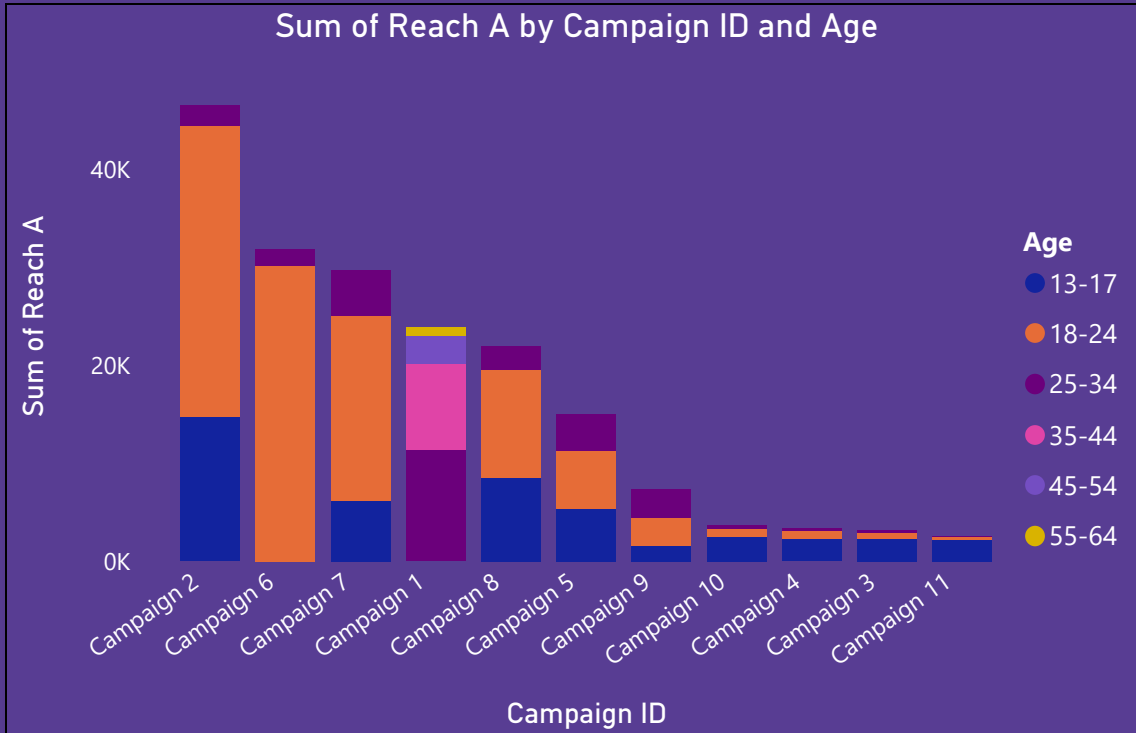
Campaign report by Age

Campaign ID by Age

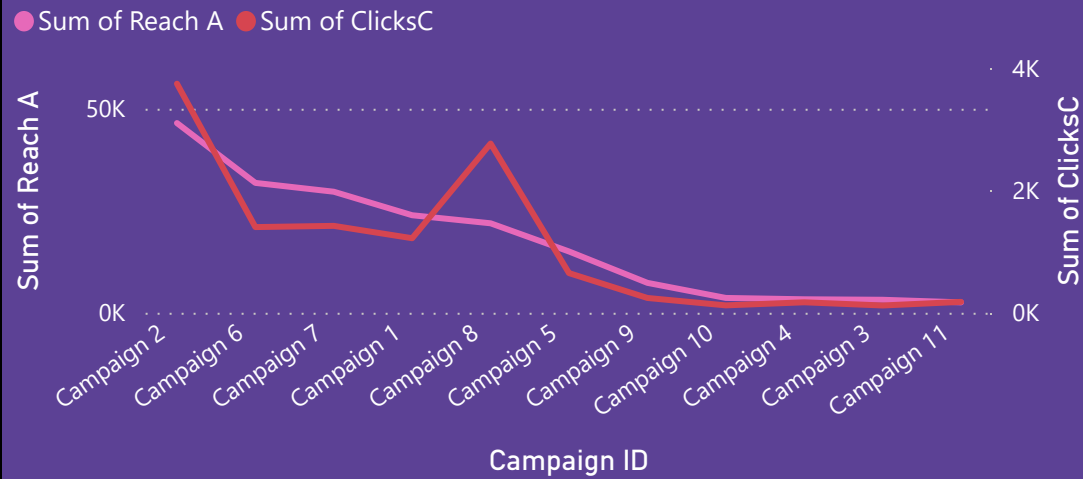


Campaign ID - 1 by Age

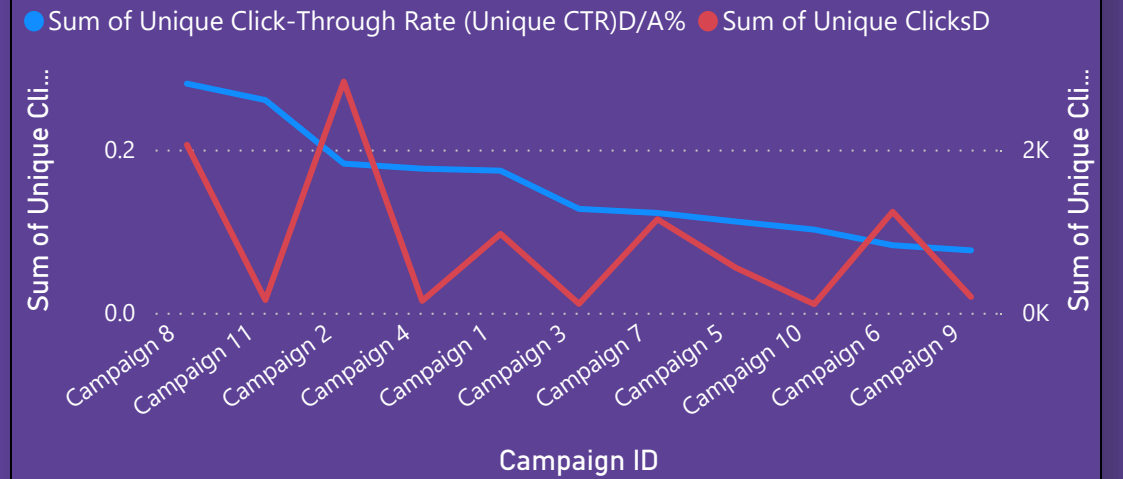




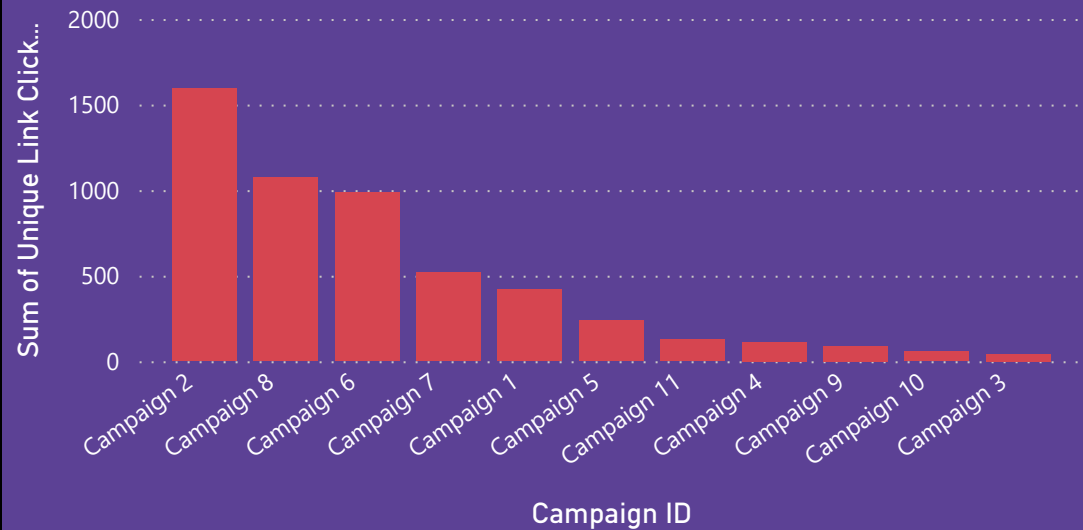
Reach and Clicks by Campaign ID



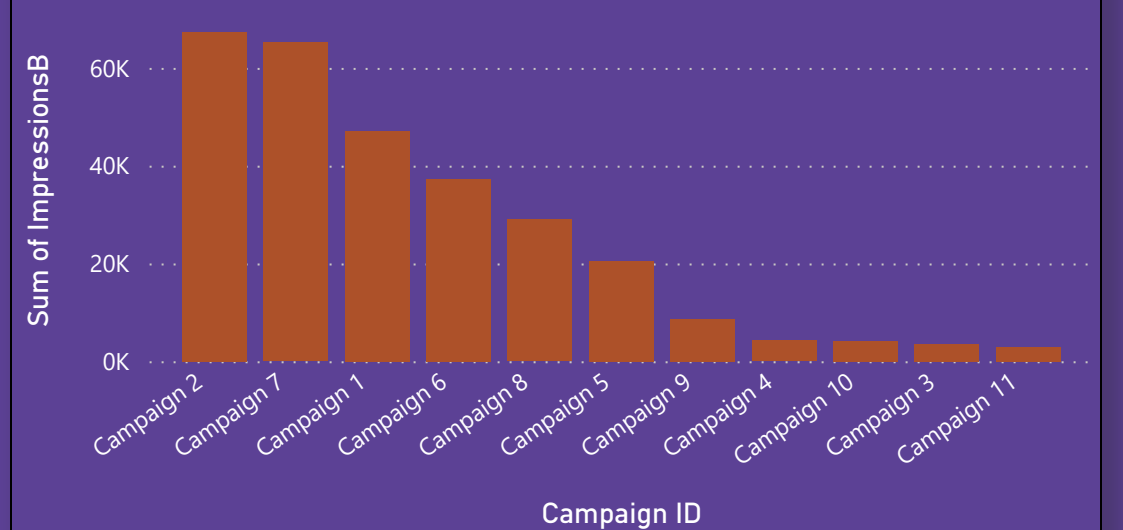
Unique CTR and Unique ClickD by Campaign ID



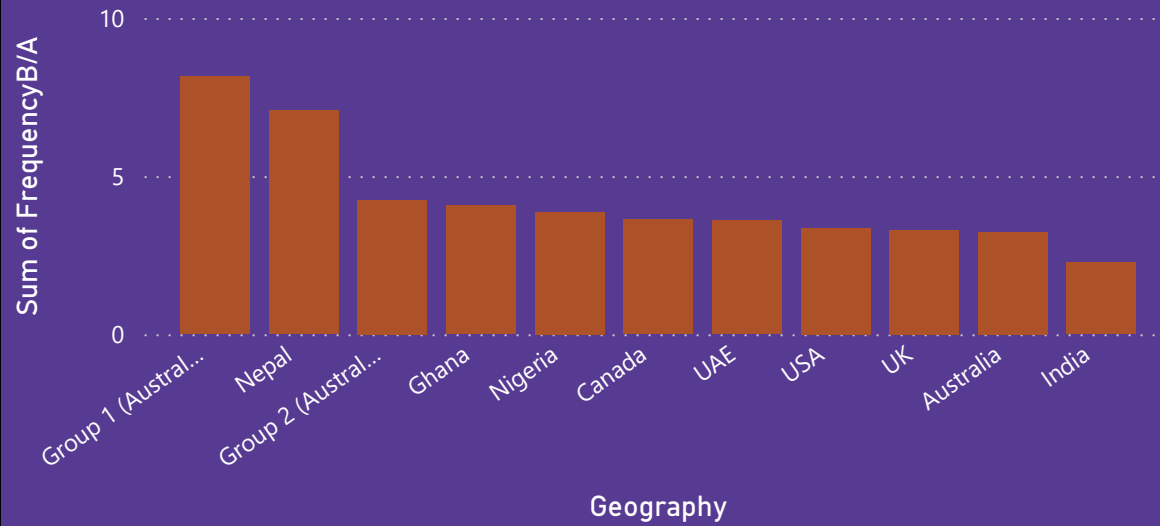
Unique Link Clicks (ULC)F by Campaign ID



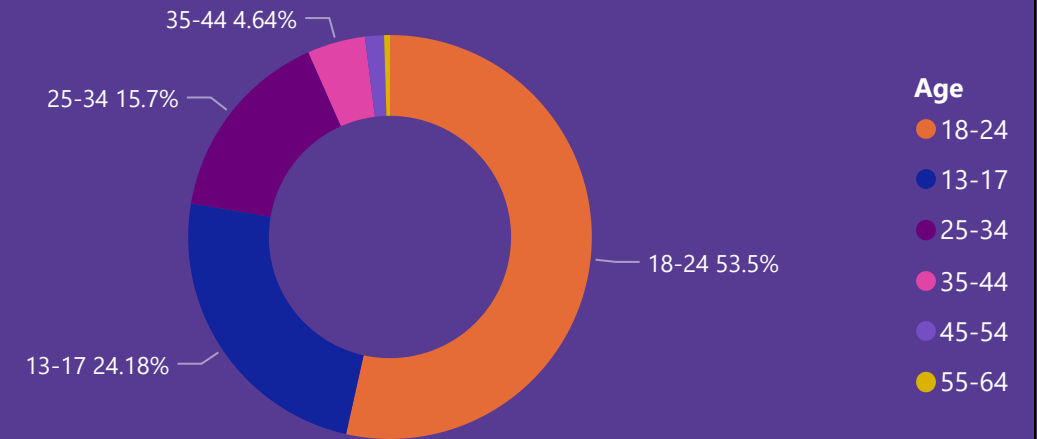
ImpressionsB by Campaign ID



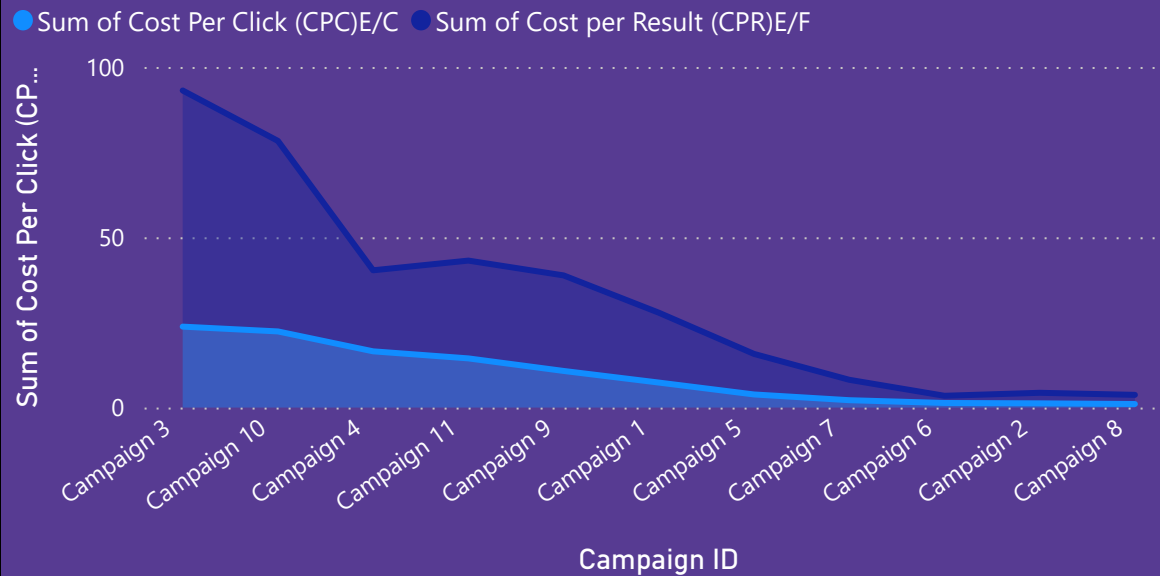
FrequencyB/A by Geography



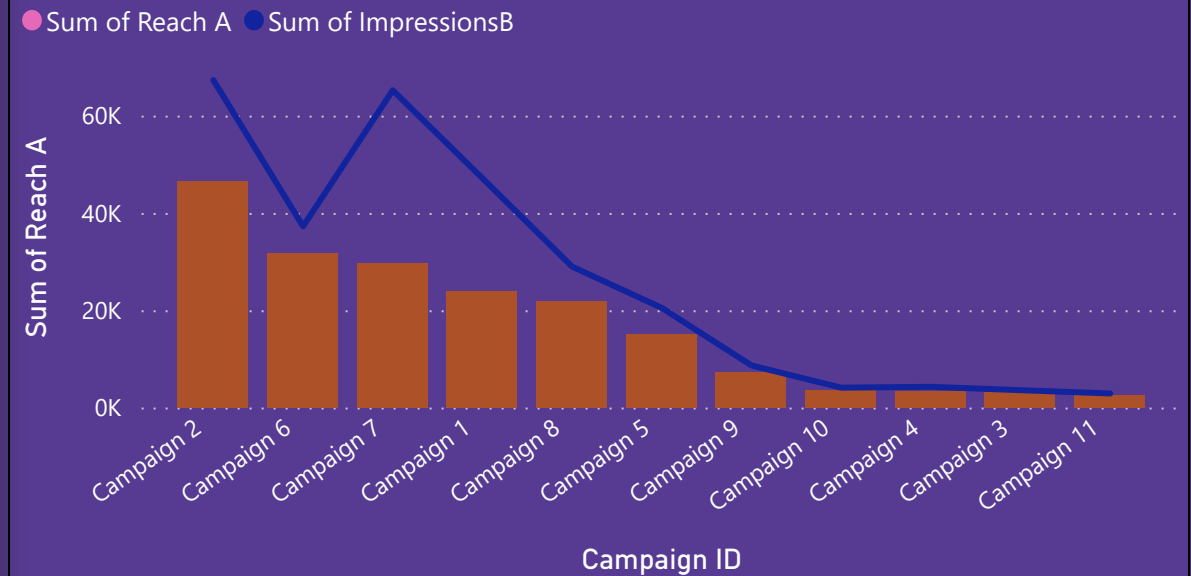
Reach by Age



Cost Per Click (CPC)E/C and Cost per Result (CPR)E/F by Campaign ID

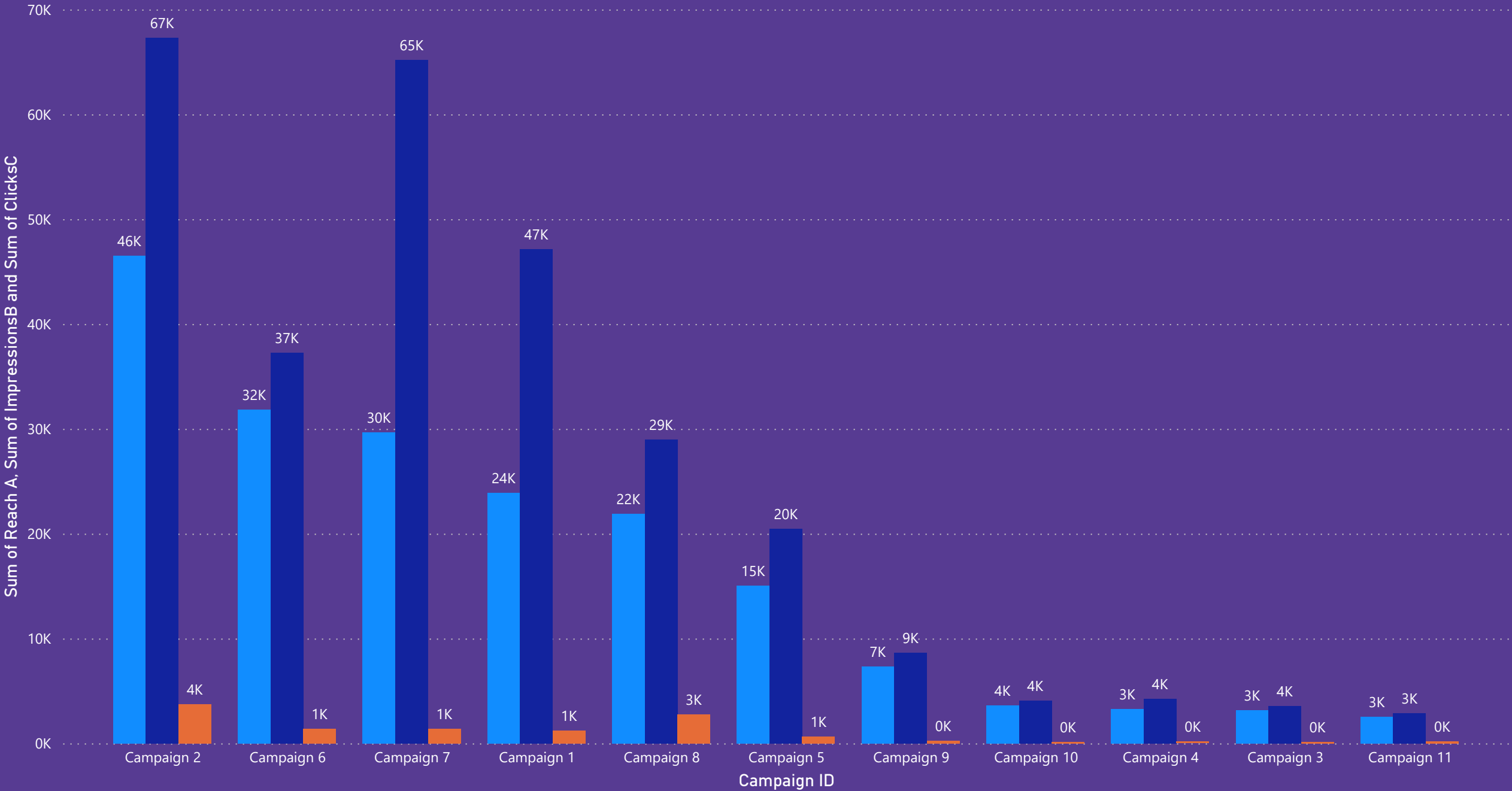


Sum of Reach A and Sum of ImpressionsB by Campaign ID



Reach A, ImpressionsB and ClicksC by Campaign ID

● Sum of Reach A ● Sum of ImpressionsB ● Sum of ClicksC



Summary

- Campaign 3 need to stop because it required high cost to invest ,low reach, low impressions and low clicks.
- Campaign 2 is good to run because less cost is required to invest and it gives more reach, more impressions, more clicks done.
- Age group 25-34 gives more reach compared to others Age groups.